

Common Dissemination Booster (CDB)

Support services for FP7 and H2020 R&I project groups

How to help R&I projects reach the market, stakeholders and potential users?

How to help R&I projects have high societal and economic impact?

How to disseminate effectively in a targeted manner to stakeholders who can make best use of the outcomes of the research by exploiting the knowledge, for societal, economical purposes or for evidence based policy making?

Common Dissemination Booster services aim to bridge the gap between research results and exploitation by helping the project consortia:

- ❖ concentrate the dissemination on the demand side aspects of knowledge circulation
- ❖ ensure that results of Research and Innovation activities are rendered openly available to those who can make best use of it, at European level and beyond, as early as possible, and in an easily accessible, understandable and reusable form
- ❖ better map and target the stakeholders
- ❖ bring together results from several projects that are suitable to be disseminated together, forming a portfolio of thematic projects, showing both alternative and complementary results

BASIC PRINCIPLES

- ✓ The consultancy services are paid from the EC Horizon 2020 Common Support Centre budget. The projects cover their own logistical expenses.
- ✓ The services are implemented by external consultants under confidentiality agreement. The contractor proposes experts from their pool based on the specific needs for expertise.
- ✓ The services are available for all projects under any area of FP7 or H2020, as long as they form a portfolio of thematic projects.
- ✓ Common Dissemination Booster provides five types of services, suited for projects and results in different phases of the dissemination activity.
- ✓ A project consortium can benefit from the Common Dissemination Booster only once and from one or several services.
- ✓ The service(s) is(are) requested by the EC project/programme/policy officers and confirmed with the project coordinators before starting the service.

HOW TO APPLY?


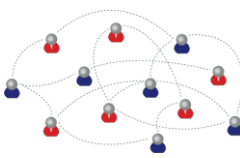

EC project, programme and policy officers, or coordinators can propose projects for the Common Dissemination Booster services by submitting a request to RTD.J5 via the Functional Mailbox: RTD-CSC-DISSEMINATION-SUPPORT@ec.europa.eu Specific contracts with individual commitments for the total budget of 700.000 EUR will have to be signed in 2017. Thus, service requests can be sent as of now up to latest end November 2017. Implementation can take place between July 2017- June 2019. The CDB will be implemented on a first come first served basis.

The information necessary for submitting the requests:

- ✓ service(s) requested
- ✓ lead project name and number
- ✓ additional projects name and number that will form the portfolio (please collaborate with project and policy officers and coordinators in the lead project's topic area, and propose a set of projects that could constitute a thematic portfolio. The portfolio of results to be disseminated can stem from projects funded by multiple sources (FP7, Horizon 2020 and other EC funding).
- ✓ short description of the portfolio of results to be disseminated
- ✓ the description of the work (technical annex of the contract), which also contains sections on project management and expected impacts for the portfolio of projects
- ✓ the latest technical report from the projects
- ✓ the contact data of the Project Officers in the Commission managing the projects

More information: <https://webgate.ec.europa.eu/fpfi/wikis/pages/viewpage.action?pageId=145399321>

COMMON DISSEMINATION BOOSTER SUPPORT SERVICES

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|  | <p>Portfolio Identification Service</p> <p>The service will provide the Project Group with guidance in identifying portfolios of results stemming from relevant, complementary projects for which a common dissemination offers added value. It will help answer questions like:</p> <ul style="list-style-type: none"> • <i>What to disseminate?</i> • <i>What are the synergies in the research results?</i> • <i>How to combine results of complementary research fields?</i> • <i>How to identify other projects funded by other EC sources?</i> <p><u>Outcome:</u> the precise and detailed description of the portfolios identified in a manner which is appropriate for dissemination to a targeted audience of potential users or funders.</p> |
|  | <p>Stakeholder/End-user mapping, including Leveraging Networks at European Level and in Complementary Research Fields</p> <p>The service will provide guidance in mapping the relevant stakeholders/targeted audience for the specific project portfolio of thematic research results and using the appropriate dissemination tool/method.</p> <ul style="list-style-type: none"> • <i>To whom to disseminate?</i> • <i>How to disseminate beyond the regional dissemination niche?</i> • <i>How to reach/leverage other networks, at the European and international level?</i> • <i>How to involve the end-users in the dissemination activities?</i> • <i>How to build multi-national, multi-lingual, multi-stakeholder dissemination networks?</i> • <i>Who are the appropriate dissemination partners?</i> <p><u>Outcome:</u> a precise and detailed description of the target audience.</p> |
|  | <p>Portfolio Dissemination Plan Development</p> <p>Various dissemination tools are available to research teams pursuing the uptake of research findings. All these tools should be considered less as individual pieces and more as parts of a whole. The various tools should be used in concert within a larger plan that together produces a complete and effective dissemination package.</p> <ul style="list-style-type: none"> • <i>produce high quality knowledge products in forms which are available, accessible and usable to target audiences</i> • <i>engage with potentially interested third parties and dissemination to extend the reach of the project</i> • <i>maximize impact, influence and uptake of the research results among target audiences, particularly researchers, entrepreneurs, public administrations and policy makers</i> • <i>orient toward the needs of the audience, using appropriate language and information levels</i> • <i>include various dissemination methods like written text including illustrations, graphs and figures, electronic and web-based tools, data sets, oral presentations and multimedia products</i> • <i>ensure systematic support in making all different types of project results permanently available and accessible for the different stakeholder groups</i> <p><u>Outcome:</u> a precise and detailed portfolio dissemination plan ready for implementation.</p> |



Portfolio Dissemination Capacity Building

The service will enable building the necessary dissemination skills for the planned dissemination:

- *What new skills need to be acquired?*
- *What is the appropriate dissemination toolbox?*
- *How to disseminate outside the specific thematic research field?*
- *How to make dissemination fit for the targeted recipients?*

Outcome: project participants acquire the necessary skills and knowledge for performing effective dissemination actions effectively.

campaign

Dissemination Campaign in Practice

This service will assist the Project Group in carrying out the dissemination campaign, based on the dissemination plan. The key to an effective dissemination campaign is to match the means to the message and needs of the audience. It is important that the results are conveyed to each individual audience in a manner that is understandable to them, using appropriate language and depth of information.

- *How to assist the Project Group?*
- *What are the key steps?*
- *What kind of problems could be envisaged?*
- *What is the measure of success?*

Outcome: the dissemination campaign performed according to the dissemination plan.